

FLEURIEU PENINSULA TOURISM

EMBRACE THE

OFF-PEAK

FLEURIEU PENINSULA

CAMPAIGN TOOLKIT

EMBRACE THE OFF-PEAK

Embrace the magic of winter on the Fleurieu Peninsula, where things get a little wild, wonderfully unconventional, and undeniably breath-taking. Here, you're unlocking a hidden treasure chest of simple wonders. It's the season where nature takes a deep breath, and you can't help but join in.

We're all about embracing life's sweet, uncomplicated joys – kindling fires, swaying to their warmth and indulging in hearty feasts. From farm-fresh produce to soul-warming red wines, every meal becomes a celebration of local goodness.

'Embrace the Off-Peak' invites you to immerse yourself in this experience, to draw inspiration from the Fleurieu Peninsula's natural wonders, partake in our local festivals, and savour the distinctive creative spirit that defines our region.

But it's not just about what you see; it's about what you feel. The soft light, the dramatic landscapes—it's a canvas waiting to be painted, a story begging to be told. Winter on the Fleurieu Peninsula is an invitation to slow down, to taste the richness of life, and to find inspiration in every corner. It's a season that whispers, "Come, be a part of something beautiful," and we can't wait for you to experience it.



Fleurieu
PENINSULA

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EMBRACE THE
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WE'RE HERE TO HELP



A WORD FROM FLEURIEU PENINSULA TOURISM

Dear Valued Tourism Industry,

I'm pleased to share the launch of the regional OFF-PEAK marketing campaign. This campaign aims to showcase the incredible experiences that our destination has to offer during the winter season and challenge the perception that the Fleurieu Peninsula is purely a summer destination.

OFF-PEAK is about repositioning the mindset from the inside out. As operators and industry professionals, we often overlook the bespoke experiences, unique nature and wildlife opportunities and world-class hospitality offerings that compel visitors to book a holiday in the off-season and which we have in abundance on our doorstep.

This digitally-driven co-op marketing opportunity will help raise the profile of the Fleurieu Peninsula amongst interstate travellers. The digital nature of the channel marketing will provide real-time performance data, allow detailed and customised campaign goals and enable us to oversee campaign strategy to ensure consistency through all OFF-PEAK communications.

Challenging the perception of the Fleurieu Peninsula cannot be done in isolation. I urge all of you to lend your support to our upcoming OFF-PEAK marketing campaign. By doing so, we can collectively embrace the untapped potential of our off-peak seasonal market.

Thank you for your continued dedication, and I look forward to working together to uplift our tourism industry throughout this campaign.

Warm Regards,

LUKE TALBOT-MALE

CHAIR, FLEURIEU PENINSULA TOURISM



CAMPAIGN STRATEGIES

Encourage Early Planning

We're encouraging people to book and plan ahead to make the most of their winter visit – inspiring longer stays in destination.

Focus on Off-Peak Growth

We're focussing on growth during off-peak times and the benefits for both businesses and visitors.

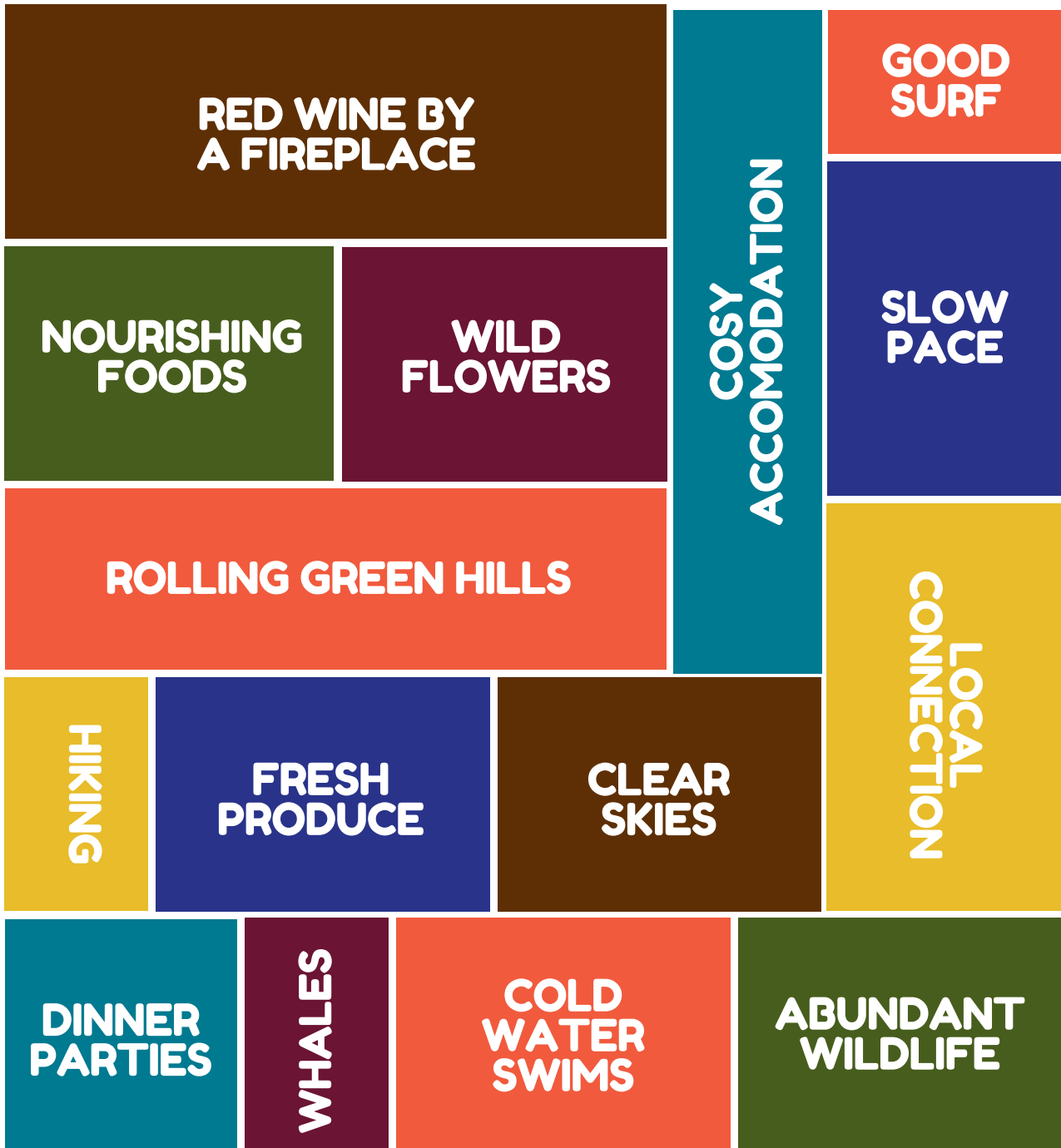
Position the Fleurieu Peninsula as a Lead Off-Peak Travel Destination

We're all about building the Fleurieu Peninsula as a leading incentive for winter travel – working towards positioning the Fleurieu Peninsula as a top off-peak destination.

Strengthen Collective Marketing Impact

Our strategy is to strengthen the destination's collective marketing impact through collaboration.

THE OFF-PEAK APPEAL OF THE FLEURIEU PENINSULA





THE POWER OF (OFF-PEAK) LANGUAGE

In the realm of marketing, language serves as a vital tool capable of evoking emotions, desires, and aspirations within our guests. When it comes to promoting a winter product or experience, harnessing the power of language becomes paramount. By employing positive and inclusive language, we can effectively elevate the appeal of our regions offerings, instilling a sense of warmth, excitement, and anticipation in our audience.

Identifying Positive Language

Examples of positive and appealing winter/off-peak language:

Enjoying the crackle of a well-lit fireplace.

Relishing in the warmth of winter gatherings.

Winter is all about taking a deep breath.

Wintertime is when the Fleurieu Peninsula upgrades its colour palette.

Discover the beauty in frosty mornings.

Savour the flavours of local winter produce.

Delight in the calmness of coastal towns during the off-peak.

Toast to winter sunsets with local wine and friends.



THE POWER OF (OFF-PEAK) IMAGERY

Crafting a compelling off-peak narrative allows us to attract and engage potential visitors – and visually appealing content plays a pivotal role in achieving this goal. In today's digital age, where attention spans are short and competition is fierce, captivating imagery serves as a powerful tool to capture the interest and imagination of travellers. By showcasing stunning visuals that highlight the beauty, charm, and unique offerings of our off-peak season, the Fleurieu Peninsula encourages our guests to explore further.

The Fleurieu Peninsula is a curious place: we're immersive, boutique, vibrant and adventurous. It only makes sense that the way we communicate reflects this. We're not your typical off-peak holiday destination, so the way we communicate shouldn't be typical either. We inspire curiosity through our imagery, enticing visitors to dig beneath the surface and discover our internationally acclaimed food and drink, jaw-dropping landscapes, abundant wildlife, iconic coastal culture, and unique offered experiences.

The 'Off-Peak' is a time for quiet reflection and rejuvenation, and here on the Fleurieu Peninsula, we embrace this ethos wholeheartedly.

FLEURIEU PENINSULA IMAGERY STYLE GUIDE

Capture the unique charm of the Fleurieu Peninsula during the off-peak months – the misty mornings, dramatic coastal cliffs, warm hospitality, diverse offerings and moody skies that characterise this time of year.

Use natural light to your advantage, especially during sunrise and sunset. Experiment with backlighting and soft, diffused light to create a warm and inviting atmosphere.

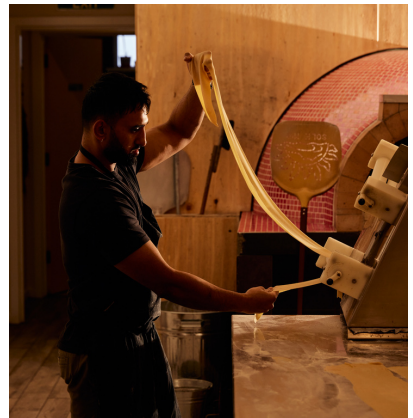
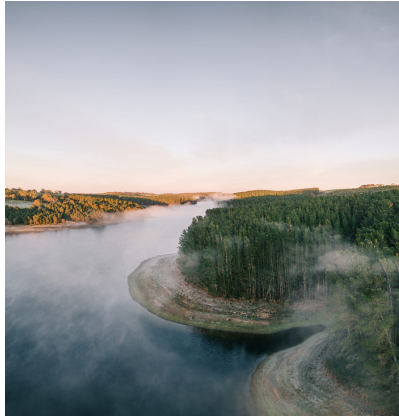
Take advantage of the Fleurieu Peninsula's diverse off-peak landscapes, including rugged coastlines, lush vineyards, rolling hills, and serene beaches where possible.

Focus on capturing genuine moments and emotions that reflect the spirit of the Fleurieu Peninsula. Whether it's a spontaneous laugh between friends, a quiet moment of reflection, or a shared adventure – strive to capture the authenticity of the experience, the off-peak season, and our region.

Encourage natural interactions and expressions from your subjects to create compelling storytelling images that resonate with our audience.



FLEURIEU PENINSULA IMAGERY STYLE GUIDE





OFF-PEAK OFFERINGS – THEMES & IDEAS

Fancy being a part of something awesome this off-peak season? Fleurieu Peninsula Tourism invites local operators to be part of our 'Embrace the Off-Peak' Campaign by offering off-peak experiences or exclusive offerings available only during the off-peak. Think:

Run-Wild Experiences

From cosy fireside storytelling to stargazing adventures, let your imagination run wild and craft experiences that leave a lasting impression.

Heartwarming Celebrations

Whether it's intimate gatherings around a crackling fire or festive events that honour the region's rich history and indigenous culture, create moments that bring people together and celebrate community spirit.

Nature's Embrace

Craft experiences that allow visitors to find inspiration in nature. Guided walks through winter landscapes, or immersive wildlife encounters.

OFF-PEAK OFFERINGS – THEMES & IDEAS

Coastal Cosiness

Experience the inviting charm of winter on the Fleurieu with coastal comfort, where snug retreats and the sound of waves bring us back to earth.

Hands-On Discovery

Consider workshops, outdoor art installations, or even collaborative projects that showcase the region's natural beauty in innovative and artistic ways.

Flavours of Winter

Embrace the off-peak season with culinary offerings that celebrate the flavours of the Fleurieu Peninsula. From hearty winter feasts to unique food and drink pairings.

Family Connections

Whether it's family-friendly outdoor activities, storytelling sessions, or special events that bring loved ones together.

Adventures Beyond

Winter adventures that go beyond the ordinary. From off-the-beaten-path hiking excursions to adrenaline-pumping water activities, design experiences that appeal to the adventurous spirit of your visitors.

Serenity Seeker Retreats

Winter retreats that provide a soulful escape. Whether it's wellness packages, meditation sessions, or rejuvenating spa experiences – create opportunities for visitors to find peace and relaxation amidst the off-peak beauty.

Community Celebrations

Consider events, festivals, or collaborative initiatives that bring locals and visitors together.

TIPS FOR CRAFTING COMPELLING OFF-PEAK OFFERINGS

Keep it simple, make it special: Embrace the beauty of simplicity. The more straightforward and special your proposition, the more it resonates. Avoid getting too intricate—let the charm of your offer shine through with clarity. Show your audience what makes your off-peak experience different.

Hook them with headlines: Catchy titles or headlines are your secret weapon. Make your offer stand out by choosing words that grab attention and evoke curiosity. A well-crafted headline can be the key to drawing visitors into the magic of your winter experience.

Exclusivity matters: Create a sense of exclusivity by making your offer available only during the off-peak. Highlight the limited availability, enticing visitors with the idea that this experience is a rare gem reserved for the cooler months.

Harness the power of imagery/video & language: In today's fast-paced landscape, we only have moments to captivate our audience. So, let's catch their attention with engaging off-peak visuals and language.

Experience over discounts: Focus on the fantastic experience you can offer rather than emphasising discounts. Showcase the unique aspects of your winter offering, highlighting what makes it a must-have experience rather than solely relying on price reductions.

Simplicity wins: Keep your offer straightforward. Too many elements or restrictions can be overwhelming for consumers. Make it easy for them to understand and participate, removing any barriers that might deter them from embracing your winter magic.

Events that shine in winter: Winter events hold a special allure. Structure your offer around events happening during the off-peak season. Whether it's a festival, workshop, or unique gathering, tying your offer to these occasions adds an extra layer of attractiveness.



KEY DATES – FOR INDUSTRY

7
MAR **Deadline to Express Interest for Buy-In Campaign**
To see the Buy-In Campaign Brief and options please click [here](#).

1
APR **Consumer Campaign Launches**
Offers are displayed on FleurieuPeninsula.com on the 'Embrace the Off-Peak' page. Consumers can start to book offers. Target social and media advertisements begin. Off-Peak Travel Blog will be showcased.

1
APR **Buy-In Marketing Campaign Launches**
Collaboration and mutual support to enhance the overall success of the off-peak marketing campaign through various paid marketing channels.

8
OCT **'Embrace the Off-Peak' campaign concludes**
'Embrace the Off-Peak' landing page will be removed. ATDW will no longer be displayed. Targeted social & media ad's will be removed.



WE'RE HERE TO HELP

If you need assistance creating your off-peak offering, please get in touch: email tourism@fleuriепенinsula.com.au and we'll connect you with the right person.

Email support@atdw.com.au for questions relating to your ATDW profile, or for troubleshooting issues when entering your offer details. To workshop ideas for your offering, please contact your regional tourism organisation:

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